PHILIP MORRIS/FOOD 'N FUEL PARTNERS
"WIN THE ADVENTURE OF A LIFETIME" CONTEST
OFFICIAL RULES

1. HOW TO ENTER: During the promotion period, from April 15 to June 30, 1993, store managers and district managers aged 21 years or older, from participating Food 'n Fuel Partners locations that sell Philip Morris Full Margin Brands will be automatically entered into the sales contest.

Participating locations will be judged during the contest period to determine two winners based on the following criteria: The highest percentage of increased sales of Philip Morris Marlboro Brands only from April 15 to June 30, 1993 over the sales of Philip Morris Marlboro Brands from April 15 to June 30, 1992. In the event of a tie, the winning store location will be selected by the highest percentage of increased store sales during the promotion period. In the event that a tie still exists, an essay contest will be conducted among competing locations submitting, in 25 words or less, an essay entitled, "How Our Location Benefits by Selling Philip Morris Full Margin Brands." Tieing locations will be notified by mail, at which time rules and instructions will be supplied. Duplicate prizes will not be awarded. Winning store location will be selected based on the criteria above. One prize will be awarded to a store manager of the winning location and one prize will be awarded to the district manager representing the winning store location. In the event that there are multiple store managers at the winning location, the person who supervises the winning managers will be responsible for deciding how the prize will be awarded. By entering this contest, entrants accept and agree to be bound by these rules and the decisions of the judges which shall be final.

2. PRIZES: Two prizes will be awarded. Prize includes choice of one of five destination packages:

Windjammer Barefoot Cruises, Ltd.: Package is a trip for two on a Caribbean Cruise, consisting of round trip coach airfare from major airport nearest winner's residence, single occupancy accommodations and meals while onboard. Winners will depart on Sunday and return on Saturday. Ship sails Monday through Friday. Winners must possess a valid passport.

Dude Ranch: Package is a trip for two to Dude Ranch consisting of round trip coach airfare from major airport nearest winner's residence, double occupancy ranch accommodations, three meals daily, horseback riding, white water rafting, hiking and fishing. Travel is Saturday to Saturday or Sunday to Sunday, depending on space availability.

Skip Barber Racing School: Package is a trip for one to attend a three day competition course and a two day lapping course consisting of round trip coach airfare from major airport nearest winner's residence, five nights double occupancy hotel accommodations, three meals daily, transfer from hotel to racing school and rental of helmet, racing suit and a Mondiale B-1 Formula Ford. Winner will be given a limited choice of school locations nearest his/her residence. Departure dates and travel schedule will be provided to winner once school location is determined.

Holiday River Expedition: Package is a white water rafting trip for three along Cataract Canyon consisting of a five-day white water rafting expedition (May and June) or a six-day white water rafting expedition (August and September), round trip coach airfare from major airport nearest winner's residence, three meals daily while white water rafting, rental of sleeping bag and pad, tent and rain poncho, a mid sized rental car and two double hotel accommodations the night prior to the rafting excursion. Winners residing in states along the East Coast may have to stay overnight in double occupancy hotel accommodations upon completion of rafting expedition. Winner's traveling companions must be at least twenty-one years of age and at least 90 pounds. All winners and traveling companions should have a medical check up and be in good health and physical condition. Does not include gas, car insurance or personal insurance.

Baseball Fantasy Camp: Package is a trip for one to attend a Baseball Fantasy Camp consisting of round trip coach airfare from major airport nearest winner's residence, double occupancy hotel accommodations, three meals daily, ground transportation to and from hotel and baseball field, and personalized uniform. Winner will have a limited choice of Baseball Fantasy Camp locations and must be a least 30 years of age to attend most camps offered. Camp sessions are limited and vary depending upon location. Winner must furnish a letter from physician which states that he/she is in good health and physical condition prior to going to camp session. Sponsoring baseball teams reserve the right to cancel or postpone their program . In the event of a strike, Baseball Fantasy Camp sessions may be cancelled. Although appropriate weather conditions can obviously not be guaranteed, every effort will be made to schedule all activities. Appearance of some players subject to availability in conjunction with other contractual obligations. Travel must be accomplished by February 28, 1994.

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Taxes, gratuities, personal incidentals and all additional facilities and activities will be the responsibility of the winner. Travel for Windjammer Barefoot Cruise, Ltd., Dude Ranch, Skip Barber Racing School and Holiday River Expeditions must be accomplished by June 30, 1994. Winner traveling to the Skip Barber Racing School or Holiday River Expeditions must have a valid driver's license. Additional restrictions may apply and all travel dates are subject to air and land package availability. Blackout dates apply and travel cannot be accomplished on the following holidays: Easter, Memorial Day, July 4th, Labor Day, Columbus Day, Thanksgiving, Christmas and New Year's Day. No stopovers permitted. Prize is nontransferable and may not be substituted or exchanged except by sponsor due to unavailability. No cash substitutions allowed. Telephone, fax, alcoholic beverages and meals other than stated in each prize description are not included. Reservations and cancellations must be made no less than 90 days in advance. Approximate retail value: $5,300. (Retail value subject to vary based on origination of winner and destination selected.)

3. ELIGIBILITY: Entrants must be a store manager or district manager of one of the 145 participating Food 'n Fuel Partners locations who have been enrolled by a Food 'n Fuel Partners employee serviced by a Philip Morris Representative. Winning store manager must be employed by Food 'n Fuel Partners that sells Philip Morris Full Margin Brands at the time the contest ends and at least 21 years of age. Winning district manager must represent the winning store location and be employed by Food 'n Fuel Partners at the time the contest ends and at least 21 years of age. Winners will be notified by mail. Prize winners will be required to execute an Affidavit of Eligibility and Liability and Publicity Release within 14 days of notification. Traveling companions must execute release. Noncompliance may result in disqualification and award of prize to an alternate winner. Taxes are the responsibility of the winner. By acceptance of prize, winners agree to Philip Morris, USA and Food 'n Fuel Partners, use of their name, city, residence, photograph and or likeness for advertising and/or trade promotion without further notice or compensation except where prohibited by law. By acceptance of prize, winners release and hold harmless Philip Morris USA, Comart, The Independent Judging Organization and their employees and assigns from and against all injury, loss, claim or any damage whatsoever to any person or property arising from participation in this contest or in connection with the use of the prize.

4. Employees and their immediate families of Philip Morris USA, The Independent Judging Organization, their advertising agencies, affiliates and subsidiaries are not eligible. Contest void where prohibited. Subject to all federal, state and local laws and regulations.

5. The name of the winners will be available from your store headquarters after August 30, 1993.

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